



WILLIAM T FUJIOKA  
Chief Executive Officer

## County of Los Angeles CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration  
500 West Temple Street, Room 713, Los Angeles, California 90012  
(213) 974-1101  
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Fifth District

November 18, 2008

Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, California 90012

Dear Supervisors:

**APPROVE EXTENSION OF AGREEMENT WITH NON-PROFIT INDUSTRIES,  
INC. (dba SOCIALSERVE.COM) FOR ONGOING MAINTENANCE COSTS OF THE  
LOS ANGELES COUNTY HOUSING RESOURCE CENTER  
(ALL DISTRICTS) (3 VOTE)**

**CIO RECOMMENDATION: (X) APPROVE ( ) APPROVE WITH MODIFICATION  
( ) DISAPPROVE**

**SUBJECT:**

This letter requests approval of a two-year extension and an additional optional one-year extension, as well as an increase in the annual contract sum of Delegated Authority Agreement AO-07-037 between the County of Los Angeles and Non-Profit Industries, Inc. dba Socialserve.com to provide funds for ongoing maintenance of the web-based Los Angeles County Housing Resource Center (LAC-HRC), an internet-based public-access website that provides affordable housing listing services for landlords, residents, housing locators, and caseworkers in Los Angeles County.

**JOINT RECOMMENDATION WITH ACTING EXECUTIVE DIRECTOR OF THE  
COMMUNITY DEVELOPMENT COMMISSION THAT YOUR BOARD:**

1. Approve and delegate authority to the Chief Executive Officer (CEO) to extend the Delegated Authority Agreement AO-07-037 (Contract) between the County of Los Angeles and Non-Profit Industries, Inc. dba Socialserve.com (Socialserve.com) for two years, through January 2, 2011 at a cost of \$202,000

*"To Enrich Lives Through Effective And Caring Service"*

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per year, funded by County General Funds from the Homeless Prevention Initiative (HPI), and to execute a Contract amendment, pursuant to the terms of the Contract, upon approval as to form by County Counsel.

2. Approve and delegate authority to the CEO to exercise an additional optional one-year extension at the end of the extended term described above at \$202,000 per year, provided that funding is available, and to execute a Contract amendment, pursuant to the terms of the Contract, upon approval as to form by County Counsel.
3. Approve the maximum five-year contract sum of \$998,590.

**PURPOSE/JUSTIFICATION OF RECOMMENDED ACTIONS:**

The purpose of the recommended actions is to extend the Delegated Authority Agreement between the County of Los Angeles and Socialserve.com and to provide County General Funds from the Homeless Prevention Initiative for ongoing maintenance costs for the Los Angeles County Housing Resource Center, an internet-based public access website.

Since the LAC-HRC website launched in June 2007, the volume of housing listings, searches, and phone traffic into Socialserve.com's toll free center has greatly exceeded estimates and projections based on other state and metropolitan areas, including Miami-Dade County, New Orleans, and the State of New Jersey, where Socialserve.com maintains service contracts. The average ratio of housing searches to available listings in Los Angeles County is 142:1, more than 80 percent higher than the average ratio of all high-volume regions. Socialserve.com reports that their costs to maintain the call center and respond to landlord and tenant needs increases approximately 10 percent for every 20 percent increase in this Average Search Ratio (ASR).

Furthermore, Socialserve.com has experienced more of a leveling or 'drop-off' in site usage in other metropolitan areas, while the LAC-HRC website continues to experience steady usage at a high rate. In response to this ongoing high rate of usage, Socialserve.com has also had to increase the frequency of property listing updates to ensure housing searches yield current rental property listings. Socialserve.com has requested an annual fee increase to address these cost increases and to maintain the staffing and support levels necessary to service this contract for the County of Los Angeles.

**FISCAL IMPACT/FINANCING:**

The Homeless Prevention Initiative includes ongoing funding in the amount of \$202,000 for the LAC-HRC which includes the \$22,000 contract cost increase for ongoing maintenance of LAC-HRC. Additional County General Funds will not be required.

**FACTS AND PROVISIONS/LEGAL REQUIREMENTS:**

On April 4, 2006, your Board approved the Los Angeles County HPI, which included a recommendation to establish an internet-based housing database website for Los Angeles County. On December 19, 2006, your Board approved a joint recommendation submitted by the CEO and the Community Development Commission (CDC), delegating authority to the CEO to execute a sole source agreement with Socialserve.com to create the LAC-HRC website (<http://housing.lacounty.gov/>). This website provides comprehensive listings of subsidized and non-subsidized affordable rental, emergency, transitional, and special needs housing vacancies throughout the County that can be accessed by the general public, social service agencies, County departments, and other public agencies. The Contract is jointly managed by the CEO and the CDC.

The original Contract had a maximum contract sum of \$356,900, which was sufficient to fund the first two years, but not sufficient to fund the three authorized one-year extensions. Your Board had delegated authority to the CEO to increase the maximum contract sum by no more than 10 percent. The cost of services for the first two years was the maximum amount your Board approved, \$392,590, in the original Board letter dated December 19, 2006. The full 10 percent contingency was exercised on April 16, 2007, via Amendment Number One, to accelerate the delivery of certain deliverables related to the County's Housing Authority Section 8 vacancy listings.

The project launched ahead of schedule and is currently operating very successfully. In the first year of operation, over 1.4 million housing searches were completed. The CEO and the CDC have tracked performance and service delivery through objective measurements along with ongoing dialogue with County departments and agencies that have used the LAC-HRC to perform housing searches. By all accounts, the LAC-HRC website is exceeding expectations and proving to be an excellent tool to assist in its primary purpose of reducing homelessness in Los Angeles County. Therefore, the CEO and CDC recommend the contract term be extended for an additional two years with an optional one-year extension, rather than the three one-year optional renewals that were approved with the original Contract.

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The original Board letter for this Contract contemplated \$180,000 per year as a cost for years 3, 4, and 5, if the Contract were extended beyond the original two-year term. As described above, the volume of housing listings, searches and phone traffic into Socialserve.com's toll free center greatly exceeded estimates and projections that were based on other state and metropolitan areas when the Contract was executed. Thus, this letter seeks authorization to increase the annual contract amount to \$202,000 annually for Years 3, 4 and 5 (if the optional one-year extension is exercised) in order to continue to maintain staffing and support levels necessary to service this Contract for the County of Los Angeles. The Contract Amendment for years 3 and 4 will be substantially similar to the attachment.

If the CEO exercises the additional one-year extension, the total contract sum for the five-year Contract term would be \$998,590.

Year 1 and 2	\$392,590*
Year 3	\$202,000
Year 4	\$202,000
Year 5 (optional)	\$202,000
<b>TOTAL</b>	<b>\$998,590</b>


\*Year 1 and 2 total includes the 10% Board authorized increase from the original contract sum of \$356,900.

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**IMPACT ON CURRENT PROJECTS:**


Approval of these actions will permit Socialserve.com to continue to provide comprehensive listings of subsidized and non-subsidized affordable rental, emergency, transitional and special needs housing vacancies throughout the County of Los Angeles for at least two more years without service interruption due to expiration of the Contract.

Respectfully submitted,

  
WILLIAM FUJIOKA  
Chief Executive Officer

  
WILLIAM K. HUANG  
Acting Executive Director  
Community Development Commission

Reviewed By:

  
RICHARD SANCHEZ  
Interim Chief Information Officer

WTF:MS:KH  
CSS:LR:LN:hn

Attachment

c: County Counsel  
Rosemary Gutierrez

**AMENDMENT NUMBER TWO  
TO  
CONTRACT NUMBER AO-07-037 FOR  
INTERNET-BASED HOUSING DATABASE WEBSITE SERVICES  
BY AND BETWEEN  
COUNTY OF LOS ANGELES  
AND  
NON-PROFIT INDUSTRIES, INC. d/b/a SOCIALSERVE.COM**

This Amendment Number Two (this "Amendment") to Contract Number AO-07-037 for Internet-Based Housing Database Website Services (the "Contract") is entered in to this \_\_\_\_\_ day of \_\_\_\_\_, 2008 by and between the County of Los Angeles ("County") and Non-Profit Industries, Inc. d/b/a Socialserve.com ("Contractor").

**RECITALS**

**WHEREAS**, on January 3, 2007, the County entered into Contract Number A0-07-037 (the "Contract") with Contractor to provide internet-based housing database website services;

**WHEREAS**, County and Contractor mutually desire to modify the Schedule of Deliverables and Payments attached as Exhibit B to the Contract, in order to renew the website administration and maintenance services for an additional two years; and

**WHEREAS**, County and Contractor have mutually determined an appropriate increase in the Maximum Contract Sum under the Contract in consideration of such modifications to the Schedule of Deliverables and Payments.

**NOW, THEREFORE**, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, it is agreed between the parties that the Contract shall be amended as follows:

1. Paragraph 4.1 of the Contract is hereby deleted in its entirety and shall be replaced by a new paragraph 4.1 to read as follows:

"4.1 The term of this Contract shall commence upon execution hereof by the Chief Executive Officer, and expire on January 2, 2011, unless sooner terminated or extended, in whole or in part, as provided in this Contract."

2. Paragraph 4.2 of the Contract is hereby deleted in its entirety and shall be replaced by a new paragraph 4.2 to read as follows:

"4.2 County shall have the option to extend this Contract term for one (1) additional one-year period for a maximum total Contract term of five (5) years. The option and extension shall be exercised, at the sole discretion of

the Chief Executive Officer, by the preparation and execution of an Amendment to this Contract pursuant to Subparagraph 8.1 of this Contract.”

3. Paragraph 5.1 of the Contract is hereby deleted in its entirety, and shall be replaced by the following new Paragraph 5.1 to read as follows:

“5.1 The Maximum Contract Sum is Seven Hundred Ninety-Six Thousand Five Hundred Ninety Dollars and No Cents (\$796,590.00) for the four-year term of this Contract. The Maximum Contract Sum is broken down as follows:

Years 1 and 2: \$392,590 total

Years 3 and 4: \$404,000 (\$202,000 per year)”

4. Paragraph 8.1.6 of the Contract is hereby deleted in its entirety, and shall be replaced by the following new Paragraph 8.1.6 to read as follows:

“8.1.6 Notwithstanding any provision hereof to the contrary, the Chief Executive Officer shall have the authority to increase the Maximum Contract Sum by an amount not to exceed Ten Percent (10%) of the original Maximum Contract Sum for Years 1 and 2 only, in the Chief Executive Officer's sole and absolute discretion, for the purpose of increasing the scope of data or to improve web page operating features that were not foreseen under the original Statement of Work attached hereto as Exhibit A. The Maximum Contract Sum for Years 1 and 2 was increased by the full Ten Percent (10%) to \$392,590 total, via Amendment Number One to the Contract, which was executed April 16, 2007.”

5. Exhibit B (Schedule of Deliverables and Payments) of the Contract is hereby deleted in its entirety and shall be replaced by Exhibit B-1 (Schedule of Deliverables and Payments), a true and correct copy of which is attached to this Amendment Number Two.
6. Exhibit D (County's Administration) of the Contract is hereby deleted in its entirety and shall be replaced by Exhibit D-1 (County's Administration), a true and correct copy of which is attached to this Amendment Number Two.
7. Any and all remaining references to Chief Administrative Office/Officer in the Contract and its Exhibits shall now be references to Chief Executive Office/Officer.

In all other respects, the Contract, as amended under this Amendment Number Two, shall remain in full force and effect.

**IN WITNESS WHEREOF**, County has, under authority delegated by its Board of Supervisors, caused this Amendment Number Two to County Contract Number A0-07-037 to be subscribed by the Chief Executive Officer, and Contractor has subscribed its name by and through its duly authorized officer, as of the day, month, and year first written above.

**COUNTY OF LOS ANGELES**

By \_\_\_\_\_  
WILLIAM T FUJIOKA  
Chief Executive Officer

APPROVED AS TO FORM:  
RAYMOND G. FORTNER, JR.  
County Counsel

By \_\_\_\_\_  
KATHERINE FESLER  
Deputy County Counsel

**NON-PROFIT INDUSTRIES, INC. d/b/a  
SOCIALSERVE.COM**

By \_\_\_\_\_  
VAN L. GOTTEL  
Chief Executive Officer

\_\_\_\_\_  
56-2173215  
Taxpayer Identification Number



## Schedule of Deliverables and Payments

	Internet-Based Housing Database Website ("the Website") Deliverables	Payment Schedule
	<b>Public Access Affordable Housing Database Website</b>	
1	Contractor delivers Project Plan.	January 2007
2	Contractor delivers Rollout Manual to CEO & CDC.	January 2007
3	Contractor attends meetings with County departments, stakeholder organizations, private and non-profit affordable housing developers, landlords, apartment owners, and homeless advocacy groups; determines fundamental site design; develops basic operational procedures; and consults on Housing Database Advisory Board's (HDAB) development.	January 2007
4	Contractor creates and maintains a comprehensive inventory of all assisted housing data collected from the CDC and all other state and local agencies, organizations and non-profits who may provide lists of properties and subsidized housing in the course of participating in the Los Angeles County Housing Resource Center (LAC-HRC) initiative. Contractor is not required to conduct outreach in this regard – only to coordinate in-coming data that is made available. This inventory shall be maintained and made available upon request on an Excel spreadsheet (or in any other CDC-approved format).	January 2007 thru January 2008
5	Contractor attends meetings and makes presentations to stakeholders and the HDAB and/or Special Needs Housing Alliance work group, or any other work groups that are formed by the County. Meetings will be scheduled on an as-needed basis and coordinated with Contractor's travels to Los Angeles. Contractor agrees to make a minimum of 3 presentations if requested during the first year of contract implementation.	January 2007 thru January 2008
	<b>PAYMENT #1 – January 15, 2007</b>	<b>\$14,500</b>
6	Contractor determines and registers URLs and establishes initial website fields.	February 2007
7	Contractor presents proposed LAC-HRC homepage design, which will be available online and in PDF form, to CEO & CDC for comment.	February 2007
8	Contractor presents initial housing database search pages to CEO & CDC for comment. Design should be available in PDF form.	February 2007
	<b>PAYMENT #2 – February 15, 2007</b>	<b>\$14,500</b>
9	Contractor collaborates with CDC to develop a mock-up of the first two pages of the Restricted Access screen to be used by the CDC in soliciting participation in a County stakeholders group.	March 2007

	<b>Internet-Based Housing Database Website ("the Website") Deliverables</b>	<b>Payment Schedule</b>
10	Contractor attends meeting with stakeholders group, Special Needs Housing Alliance work group or Housing Locators work group (as determined by County) and provides PowerPoint demonstration. Stakeholders group may include CDC, LAHSA, DMH, DHS, Sheriff's Department, and other agencies or departments with an interest in conducting housing locator searches and placement for emergency, transitional and special needs housing.	March 2007
11	Contractor attends meeting with Housing Authority of Los Angeles County (HACOLA) staff to discuss procedures for outreach to Housing Section 8 Voucher landlords. Contractor to be available during that visit for up to 2 additional meetings, with 211-L.A. County and LAHSA, as scheduled by CDC.	March 2007
12	Contractor attends initial meeting of HDAB, if requested by County, and makes presentation.	March 2007
13	Contractor and CDC collaborate on outreach letter to CDC Multi-Family properties. CDC prepares listing of Multi-Family property owners and sends mailing to property owners. Contractor registers properties. Contractor follows up with emails and phone calls to property owners.	March 2007
	<b>PAYMENT #3 – March 15, 2007</b>	<b>\$14,500</b>
14	Contractor provides assistance to AH/CDC in composing and organizing the outreach letter mailing to Section 8 landlords by sending examples of other outreach campaigns from other housing authorities.	April 2007
15	Contractor meets with CDC Information Technology Manager and staff to evaluate the possibility of geo-coding L.A. County locations.	April 2007
16	Contractor provides mock-up screen of HACOLA website as it would provide listings for Section 8 landlords.	April 2007
17	Contractor meets with representatives of County Departments including DPSS, DHS, DMH and Probation to discuss public and restricted access sites.	April 2007
18	Contractor makes at least two trips to Los Angeles County for project planning meetings with Project Director and Project Manager (as requested) for project planning purposes.	April 2007
19	Contractor has at least two meetings with 211 L.A. County to assess potential for incorporating 211 data in database and to assess potential for future coordination of data in Phase II or III shelter bed reservation systems.	April 2007
20	Contractor meets with CDC and LAHSA staff to determine whether the "2007 LAHSA Inventory of Homeless Beds and Services Update Form" (the "LAHSA Form," i.e. Survey) can be converted to an intake form for use by Contractor and LAHSA to collect information for the website. If this form cannot be converted, Contractor will work with CDC to create a comparable intake form.	April 2007
	<b>PAYMENT #4 – April 15, 2007</b>	<b>\$14,500</b>

	<b>Internet-Based Housing Database Website ("the Website") Deliverables</b>	<b>Payment Schedule</b>
21	Contractor compares LAHSA intake form with Shelter Partnership survey and makes recommendation for steps needed to develop intake form to register homeless shelters on restricted access site.	April 2007
22	Contractor attends meeting with CDC and Beyond Shelter to discuss plans for restricted access site.	April 2007
23	Contractor presents plan to for collecting information for emergency and supportive housing components, which would be coordinated with intake form and 211 L.A. County.	April 2007
	<b>PAYMENT #5 – April 20, 2007</b>	<b>\$18,000</b>
24	Contractor, CEO and CDC meet to discuss additional requirements to have HACOLA data matched with County GIS mapping capability.	May 2007
	<b>PAYMENT #6 – May 15, 2007</b>	<b>\$20,397</b>
25	Contractor attends meeting with HDAB or Special Needs Housing Alliance to review progress of site development; meets with resource groups; assists with finalizing marketing plans. Contractor to be available for up to two (2) additional meetings or presentations as scheduled by CDC.	June 2007
26	Contractor makes changes as recommended by CEO & CDC and provides revised Website search pages to CEO & CDC. Design should be available on-line, in PDF form, and as PowerPoint screens.	June 2007
27	Contractor incorporates data from Beyond Shelter database in restricted access site.	June 2007
28	Contractor launches HACOLA site and provides training to HACOLA staff if requested by CDC.	June 2007
29	Contractor registers and makes follow up phone calls to Section 8 landlords responding to outreach letter.	June 2007
	<b>PAYMENT #7 – June 15, 2007</b>	<b>\$20,397</b>
30	Contractor inputs emergency, supportive, transitional, recuperative and special needs housing data to be provided by CDC, and develops initial list of emergency housing shelter in format approved by CDC.	July 2007
31	Contractor completes HACOLA enrollment and data entry to ensure site is approved for public release; coordinates the soft launch phase of the website by introducing the up and running website for test usage by management agencies, landlords, housing locators, and County departments.	July 2007
32	Contractor presents initial website search pages to CEO & CDC for comment. Design should be available on-line or in PDF if requested.	July 2007

	<b>Internet-Based Housing Database Website (" the Website") Deliverables</b>	<b>Payment Schedule</b>
	<b>PAYMENT #8 – July 15, 2007</b>	<b>\$20,396</b>
33	Contractor, CEO & CDC plans and coordinates the website's official public launch and public relations campaign, which will take place October 2007 – January 2008.	August 2007
34	Contractor completes the soft launch of non-HACOLA housing site.	August 2007
35	Contractor launches restricted access web page.	August 2007
	<b>PAYMENT #9 – August 15, 2007</b>	<b>\$14,500</b>
36	Contractor continues populating fields in both the public and restricted access sites.	September 2007
37	Contractor attends second meeting or training session with housing locators and staff of County departments (if requested by County).	September 2007
38	Contractor provides assistance, recommendations and training to CDC and CEO staff regarding marketing plans for public launch.	September 2007
	<b>PAYMENT #10 – September 15, 2007</b>	<b>\$14,500</b>
39	Contractor provides estimate and scope of work for Phase II of project.	October 2007
40	Contractor inputs additional information and completes site registration on both the public and restricted access sites.	October 2007
41	Contractor provides written progress report on status of site registration and phone contacts.	October 2007
42	Contractor presents updated LAC-HRC housing data search pages with initial data entered resulting from registration of landlords; continues populating the website; consults on printing of posters, landlord and tenant cards, bookmarks, and brochures as part of the marketing campaign.	October 2007
	<b>PAYMENT #11 – October 15, 2007</b>	<b>\$14,500</b>
43	System, Acceptance, and Performance testing conducted. All software testing to be performed using MS Internet Explorer, Netscape, and Firefox browsers.	November 2007
44	Contractor makes presentation, if requested by County, to County designated group in advance of public launch.	November 2007

	<b>Internet-Based Housing Database Website ("the Website") Deliverables</b>	<b>Payment Schedule</b>
45	Contractor, CEO & CDC plans and coordinates the official rollout event and announcement of the public launch phase of LAC-HRC.	November thru December 2007
46	Contractor completes public launch and conducts official public launch event. The requirement for the public launch event may be waived by County if the County determines the site is substantially complete and ready for public launch but chooses to delay public launch event.	November 2007 thru January 2008
	<b>PAYMENT #12 – November 15, 2007</b>	<b>\$14,500</b>
	<b>PAYMENT #13 – December 15, 2007</b>	<b>\$17,400</b>
	<b>TOTAL PAYMENTS – YEAR I</b>	<b>\$212,590</b>
47	Year 2 operation to begin after official Public Launch. Twelve (12) monthly fee-for-service payments due to contractor for administration and maintenance of website as defined within Exhibit A, Statement of Work. The 12 months are estimated to be from January 3, 2008 – January 3, 2009.	\$15,000 per month
	<b>TOTAL PAYMENTS - YEAR 2</b>	<b>\$180,000</b>
48	Year 3 operation. Twelve (12) monthly fee-for-service payments due to contractor for administration and maintenance of website as defined within Exhibit A, Statement of Work. The service period will be from January 3, 2009 to January 2, 2010. Payments will be made on or about the 15 <sup>th</sup> of each month.	<b>\$16,833.33 per month</b>
	<b>TOTAL PAYMENTS – YEAR 3</b>	<b>\$202,000</b>
49	Year 4 operation. Twelve (12) monthly fee-for-service payments due to contractor for administration and maintenance of website as defined within Exhibit A, Statement of Work. The service period will be from January 3, 2010 to January 2, 2011. Payments will be made on or about the 15 <sup>th</sup> of each month.	<b>\$16,833.33 per month</b>
	<b>TOTAL PAYMENTS – YEAR 4</b>	<b>\$202,000</b>
	<b>TOTAL SUM FOR FOUR-YEAR TERM AGREEMENT</b>	<b>\$796,590</b>

Key: LAC-HRC = Los Angeles County Housing Resource Center; LAC = Los Angeles County; Contractor = Socialserve.com; CDC = Community Development Commission/ HDP; CEO = Chief Executive Office – Service Integration Branch; AH – Assisted Housing Division/ Housing Authority; HDAB = Housing Database Advisory Board; HACOLA = Housing Authority of County of Los Angeles.

**COUNTY'S ADMINISTRATION**

**CONTRACT NAME:** SOCIALSERVE.COM – INTERNET BASED HOUSING DATABASE WEBSITE

**COUNTY PROJECT DIRECTOR:**

Name: Kathy House  
Title: Interim Senior Manager  
Address: 222 S. Hill Street, 5<sup>th</sup> Floor, Los Angeles, CA 90012  
Telephone: (213) 974-4129  
Facsimile: (213) 229-2738  
E-Mail: khouse@ceo.lacounty.gov

**COUNTY PROJECT MANAGER:**

Name: Laurence Newnam  
Title: Supervisor, Community Development Commission  
Address: Community Development Commission, County of Los Angeles  
2 Coral Circle, Monterey Park, CA 91755  
Telephone: (323) 838-5037  
Facsimile: (323) 890-8576  
E-Mail: LNewnam@lacdc.org

**COUNTY CONTRACT PROJECT MONITOR:**

Name: Same as County Contract Manager  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Facsimile: \_\_\_\_\_  
E-Mail: \_\_\_\_\_

# CIO ANALYSIS

## AGREEMENT EXTENSION FOR MAINTENANCE SERVICES FOR THE LOS ANGELES COUNTY HOUSING RESOURCE CENTER

CIO RECOMMENDATION: ☒ APPROVE ☐ APPROVE WITH MODIFICATION  
☐ DISAPPROVE

**Contract Type:**

☐ New Contract ☒ Contract Amendment ☐ Contract Extension  
☐ Sole Source Contract ☐ Hardware Acquisition ☐ Other

New/Revised Contract Term: Base Term: 2 Yrs # of Option Yrs 3

**Contract Components:**

☐ Software ☐ Hardware ☐ Telecommunications  
☒ Professional Services

**Project Executive Sponsor:** Miguel Santana, Deputy Chief Executive Office

**Budget Information :**

Prior Contract Expenditures	\$392,590
Requested Contract Amount	\$404,000
Optional Third Year	\$202,000
Aggregate Contract Amount	\$998,590

**Project Background:**

Yes	No	Question
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Is this project legislatively mandated?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Is this project subvented? If yes, what percentage is offset?
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Is this project/application applicable to (shared use or interfaced) other departments? If yes, name the other department(s) involved? The Housing Resource Center is a web-based system that provides County social services agencies and commissions with access to information regarding emergency, transitional, and special needs housing information.

**Strategic Alignment:**

Yes	No	Question
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Is this project in alignment with the County of Los Angeles Strategic Plan?
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Is this project consistent with the currently approved Department Business Automation Plan?
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Does the project's technology solution comply with County of Los Angeles IT Directions document?

<input checked="" type="checkbox"/>	<input type="checkbox"/>	Does the project technology solution comply with preferred County of Los Angeles IT standards?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	This contract and/or project and its milestone deliverables must be entered into the Information Technology Tracking System (ITTS).

**Project/Contract Description:**

This Amendment extends existing maintenance services for the Los Angeles County Housing Resource Center (HRC), through December 2011. The Amendment also allows an optional third year of services. In addition to ensuring operational efficiency of the HRC application, maintenance services include staffing a toll free call center to respond to landlord and tenant needs relative to housing listings and availability searches.

**Background:**

The HRC is an internet-based public access website that provides affordable housing listing services for landlords, residents, housing locators, and caseworkers in Los Angeles County. The Contract was executed by the Chief Executive Office in April 2006, and included development of the web-based housing listings and searches as well as maintenance services through December 2008.

**Project Justification/Benefits:**

Approval of the requested Amendment will ensure continuing maintenance and support of the HRC.

**Project Metrics:**

The vendor, SocialServe.Com has consistently delivered quality services. Other than evaluating the quality of these services, there are no other metrics for this project.

**Impact On Service Delivery Or Department Operations, If Proposal Is Not Approved:**

If the Amendment is not approved, the housing services provided via the HRC will no longer be available to the County's landlords, residents, housing locators, and Los Angeles County case-workers.

**Alternatives Considered:**

None.

**Project Risks:**

None.



**Risk Mitigation Measures:**

None.

**Financial Analysis:**

The cost of maintenance services is \$202,000 per year, for two years. The Amendment also allows an optional third year at the same rate. If the services are provided through the optional year, the total cost of the contract, including the original cost of \$392,590 for years one and two, will be \$998,590.

The HRC is funded via the County's Homeless Prevention Initiative.

**CIO Concerns:**

The Community Development Commission (CDC) is working closely with the Chief Executive Office to develop an additional contract to expand functionality on the HRC System. The CIO and CDC will ensure that the new contract clearly distinguishes the new services, including related maintenance from this Amendment.

**CIO Recommendations:**

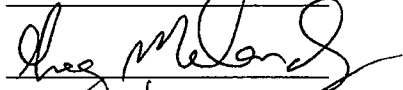
Based on our review of the Board Letter and discussions with the Department, this Office recommends approval of the Contract Amendment and related recommended actions.

**CIO APPROVAL**

Date Received: 11/03/2008

Prepared by: Janette Parker

Date: 11/03/2008

Approved: 

Date: 11/05/2008